

WORKING WITH  
VISIT CALIFORNIA

FY16/17  
Partnership  
Marketing  
Planner



FEBRUARY 2016

# From the CEO



**“Visit California is committed to provide assistance as you evaluate and plan your marketing strategies to leverage the state-level program investments to meet your goals in the coming year.”**

## Unified— A force awakened.

### **2016 IS AN OPTIMAL TIME TO GET INVOLVED WITH VISIT CALIFORNIA.**

The Dream Big Dividend increased the statewide tourism marketing investment to \$100 million in FY15/16, welcoming a new era of growth to the Golden State. The infusion of capital will undoubtedly protect California's share of domestic and international tourism and fully maximize the industry's ROI. Signs of success are emerging, but your leadership is critical to developing, crafting and delivering the right messages that inspire travelers to journey to California.

This guide lists partnership marketing opportunities designed to increase exposure of your organization and help your brand reach essential consumer, trade and media audiences. Visit California is committed to provide assistance as you evaluate and plan your marketing strategies to leverage the state-level program investments to meet your goals in the coming year.

As the Dream Big Dividend activates into full force, Visit California's partnerships and exclusive reach-increasing opportunities with destinations and businesses are more important than ever. Don't hesitate to reach out for more ways to collaborate with this year's programs and initiatives exclusive to the California travel industry — our team is available to serve you.

Thank you for your partnership as California's dreams become a reality.

**Caroline Beteta**  
President & CEO  
Visit California

# Content-Driven Consumer Marketing

Visit California's team of integrated marketing specialists and multimedia producers are dedicated to amplifying partner brands through compelling content. Visit California has newly joined

forces with Time Inc. California to enhance existing program elements and create exclusive new print, digital and social packages that offer exposure and ROI for partner brands.

## PRINT

Visit California's publications reach millions of qualified consumers each year:

- The California Official State Visitor's Guide (CVG) showcases the state's 12 tourism regions with rich, evocative stories and features.
- Each International Visitor's Guide, produced for 12 markets, takes the best of the CVG and combines it with inspirational and informative content so global travelers can start to plan their perfect California getaway.
- The California Road Trips Guide inspires travelers with its variety of itinerary-driven ideas to explore California's gateways and rural gems.

The FY16/17 guides are designed with a fresh, data-driven, magazine-style editorial approach — blending timely and topical content with stunning imagery to generate a strong, positive response. This year's guides are backed by a more effective distribution strategy, including increased newsstand copies of the CVG and direct mail to more than 50,000 qualified readers across the United States.

## PRINT PRICING

|    |  |                 |
|----|--|-----------------|
| 01 | CVG 2017 Open Rate full-page ad                                      | <b>\$39,500</b> |
|    | <i>Display options start at \$10,000. Enhanced listing: \$1,200.</i> |                 |
| 02 | IVG 2017 Open Rate full-page ad                                      | <b>\$23,000</b> |
|    | <i>Display options start at \$3,500.</i>                             |                 |
| 03 | Road Trips 2016/17 Open Rate full-page ad                            | <b>\$23,000</b> |
|    | <i>Display options start at \$3,500.</i>                             |                 |

## DIGITAL

Visit California has re-envisioned and relaunched the FY16/17 digital partnership opportunities program with Time Inc. California. A financial co-op rather than a creative one, the program offers partners exclusive access to Time Inc.'s unsurpassed targeting, distribution and content-creation offerings. It waives typical minimum-spend threshold requirements and gives partners total control of their messaging and branding. Partners can reach the right audience with precise targeting options such as Family Travelers, Winter Sports Lovers, Luxury Travelers, Spa Seekers and more. Time Inc. can create new content for partner brands or use existing partner content to create high-impact ad units to run across the Time Inc. digital network, which has one of the largest media footprints worldwide.

## OPTIONS & PRICING

|    |  |                             |
|----|--|-----------------------------|
| \$ | <b>Platinum</b>  | <b>\$150,000</b>            |
|    | Deep integration with native packages on Visit California's owned channels and Time Inc. network. 3-5 spots available.   |                             |
| \$ | <b>Gold</b>  | Starting at <b>\$75,000</b> |
|    | Custom content and native development. Limited spots available.  |                             |
| \$ | <b>Silver</b>  | <b>\$15,000-\$50,000</b>    |
|    | Audience targeting across Time Inc.'s digital network.   |                             |
| \$ | <b>Bronze</b>  | <b>\$5,000</b>              |
|    | Baseline support on Visit California's owned channels.   |                             |
| \$ | <b>NO COST</b>   |                             |
|    | Visit California is always seeking great content ideas, and encourages partners to use <b>Content Submission Tool</b> to pitch story ideas and surface suggested topics. This is a fantastic, NO-COST way to pitch content to Visit California and Time Inc. editors for development. Go to <a href="http://industry.VisitCalifornia.com/submit">industry.VisitCalifornia.com/submit</a> . |                             |
|    | Every assessed business has the opportunity for a NO-COST listing on VisitCalifornia.com within approved guidelines.   |                             |

## CONTACTS

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# Travel Trade

Flip for full menu of travel trade opportunities by market.



Visit California's robust marketing to the travel trade is a critical component of reaching consumers in key international markets. International visitors are the state's most valuable travelers, spending more and staying longer than their domestic counterparts. Industry partners can use Visit California's strong in-market connections and brand presence in 14 international markets.

## TRADE SHOWS & SALES MISSIONS

International trade shows and sales missions include one-on-one meetings and VIP receptions organized by Visit California, ensuring state partners have the maximum opportunity to interact with tour operator decision-makers, destination marketing managers and influential trade and consumer media. Trade shows and sales missions are a cost-effective and ideal opportunity for California-based businesses to promote their destinations and products.

## TOUR OPERATOR CO-OPS

Travel trade partnerships provide access to influential decision-makers who can drive visitors to your destination. Visit California works closely with leading tour operator companies to develop co-ops, providing extended reach direct to consumer. Partner buy-in opportunities are available in key markets to expand the marketing efforts and provide additional messaging for California destinations and products.

## TRAINING AND WORKSHOPS

Throughout the year, Visit California sponsors training and workshops for top-selling travel agents and tour operators overseas. Partners can attend and network at the events, distribute sales materials or promotional items, or be featured in more dedicated ways, such as sponsoring a giveaway or leading a presentation.

# Public Relations

Flip for full menu of earned media opportunities by market.

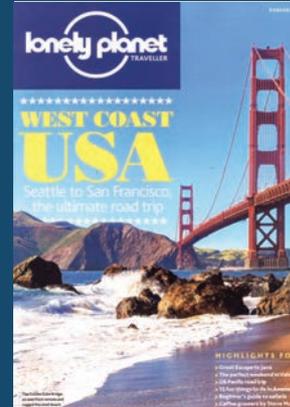
Visit California's global earned media program boosts consumer marketing campaigns and trade initiatives while expanding the reach of direct-to-consumer storytelling through editorial placements that bring the Dream Big brand promise to life.



## BROADCAST

Visit California maintains a cohesive broadcast editorial strategy to generate mass-reach exposure on television programs that support Dream Big messaging and

align with the passion pillars. Broadcast programs can range from small opportunities to major productions, each targeted to highlight California's abundance of experiences.



## MEDIA OUTREACH

Visit California's global public relations program of work spreads the reach of the California brand worldwide, through key media placements across multiple platforms that trumpet Golden State sights in publications across Europe, Asia, Australia and the Americas. Relationships are bolstered by in-person media missions, which bring California businesses face-to-face with key opinion leaders around the globe.



## LEVERAGE INFLUENCERS

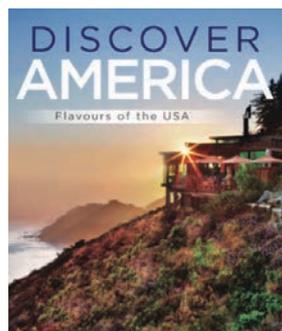
Media & Public Relations partnerships provide access to efforts that activate and reach third-party influencers, supporting the California brand message and extending storytelling reach through editorial coverage. From traditional media visits to

connections with new media and digital influencers, working with Visit California is a fantastic opportunity to garner top-tier coverage for California destinations, accommodations or attractions.

# Brand USA Partnerships

Visit California partners with Brand USA through a variety of advertising, content, trade and media programs that elevate California's profile in target markets worldwide. Brand USA

collaborations benefit the California tourism industry by driving international travelers to the Golden State. Brand USA's consumer websites and publications offer a solid foundation for the California Brand worldwide. In FY16/17, Visit California and Brand USA will develop enhanced and new custom partnerships focused on culinary and outdoor experiences, as well as special initiatives to raise awareness in China and around the world.



## BRAND USA INSPIRATION GUIDE

Join Visit California to tell your destination's story in Brand USA's award-winning Inspiration Guide, featuring stunning photography and compelling storytelling to attract consumers and travel trade partners in 21 countries and 13 languages. Distribution is 575,000 print copies. In 2015, the guide was promoted

with a 30 million-impression campaign, boosted by the digital version capturing 750,000 views.

**79%**

increased bookings to the United States

**72%**

consumers influenced to visit a new destination

\*According to a 2015 independent survey of German travel trade professionals.



## CULINARY

Visit California and Brand USA's award-winning culinary initiative from 2015 is back and better than ever. Through partnership with Travel Channel and the creation and promotion of original content through Brand USA's Culinary Content Hub, Visit California will reach a global audience of foodies. A social influencer will visit the state to promote its fresh flavors to their followers back

home. All partner opportunities include the creation of original content and guaranteed viewership from their choice of target markets through paid content distribution. Larger partnerships include the chance to re-air the highly rated Food Network "California Chef Vignettes" on the Travel Channel or be featured in new broadcast programming.

**\$ PRICING FROM \$5,900-\$27,350**

**\$ PRICING FROM \$8,500-\$38,700**

*(Optional broadcast production additional.)*

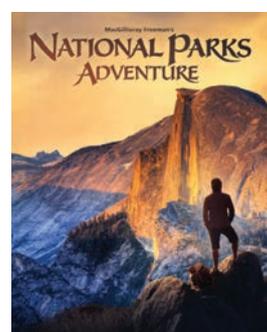


## CHINA

Leverage Brand USA and Visit California's more than \$12 million investment in China through rich multimedia programs that will deliver 25 billion brand impressions, 2 million video views and hundreds of thousands of social engagements in the rapidly growing Chinese market. Content will deploy across major broadcast through International Channel Shanghai (ICS), online video and social

channels, including PPTV, Sina, Qunar, Tudou and more. Traffic will drive to a new content-rich Visit California section on GoUSA.cn and GoUSA.tw. Packages include video, display, original content creation, social exposure and high-end print.

**\$ PRICING FROM \$15,500-\$27,350**



## OUTDOORS

Brand USA is proud to sponsor the newly released "National Parks Adventure," a giant-screen film celebrating the 100th anniversary of America's National Park system. Renowned filmmakers MacGillivray-Freeman showcase California's outdoor playground in all its grandeur. To capitalize on the worldwide interest in the film, Brand USA and Visit California will launch

a multimedia campaign leveraging National Geographic broadcast and digital, targeted multimedia content creation and distribution, a California takeover of Brand USA's Outdoor Content Hub and an Expedia activation program.

**\$ PRICING FROM \$11,500-\$41,500**

## CONTACTS

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**MINA ROBERTSON** | ACCOUNT DIRECTOR  
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# Research

As a data-driven organization, Visit California provides the state's travel industry with no-cost access to quality research that bolsters and informs global marketing programs. In FY16/17, the \$1.3 million research budget will buy data that directs and measures Visit California's programming, along with information

shared directly with the state's travel industry at **industry.VisitCalifornia.com/research**. Additionally, high-value co-ops provide partners with access to popular research products at reduced pricing.

## RESEARCH CO-OPS

Several of Visit California's research products allow California destinations and businesses to participate at reduced prices:

### FOR DESTINATIONS

**VisaVue** reports on international and domestic travelers to California and any sub-region within the state.

- International reporting includes spending on Visa debit and credit cards for all countries with 10 or more transactions in a defined destination.
- Domestic tourism reports provide a breakdown of domestic U.S. travelers and their spending by metropolitan statistical area.
- Breakouts of both international and domestic data by marketing segments and merchant category codes are available depending on partnership level.

**DISCOUNTED PRICING** International reporting: **\$2,310**

**DISCOUNTED PRICING** Domestic reporting: **\$3,500**

**PhoCusWright** offers subscription-based services to access its comprehensive library of research reports.

- The Global Edition is an efficient feed of business and competitive intelligence for corporate and leisure travel, tourism and hospitality marketplace.
- The Innovation Edition is focused on technology for the travel business.
- Annual subscription features research that allows travel executives to dig deeper into innovations and applications that affect business growth and ability to connect with customers.
- Subscribers may schedule interactive exclusive quarterly briefings with PhoCusWright analysts, post whitepapers and case studies on [www.phocuswright.com](http://www.phocuswright.com), and receive event discounts.

**DISCOUNTED PRICING** **\$4,800 annually**

### FOR DESTINATIONS & BUSINESSES

**NSight** is a big-data vendor that shows what is happening on global travel information and booking sites in near real time.

It boasts the world's largest database of search and travel bookings from more than 5,000 consumer websites.

Offerings include: customer profiles, competitive reports, source market trending and knowledge about customers lost to the competition.

**DISCOUNTED PRICING** **\$3,500-\$9,000; \$2,450 for hotels**

*(Pricing depends on size of market.)*

**AVAILABLE RESEARCH** | Learn more at [industry.VisitCalifornia.com/research](http://industry.VisitCalifornia.com/research)

### CALIFORNIA TRAVEL FORECAST

Four-year outlook on visitor volumes and spending for domestic and international travel. Includes domestic breakouts for leisure, business, fly, drive, day and overnight travel.

### ADVERTISING RESEARCH

Visit California posts ad research reporting on awareness of brand campaigns and campaign impacts on brand perceptions, information gathering, travel, visitor spending and ROI.

### CALIFORNIA TRAVELER PROFILES

Visitor volumes, spending, demographics and characteristics of travelers from the United States and 20 international markets detailing visitor origins, trip-planning tools, destinations visited, trip activities, length of stay, spending and more.

### RESEARCH DASHBOARD

Monthly updates for statewide and regional lodging trends, California Welcome Center traffic, air traffic, and broader economic indicators relating to travel demand.

### CALIFORNIA TRAVEL TRACKER AND IMPACT DATA

Reports on visitation and spending at the state level and for each of the 12 marketing regions. Forecasts include outlook on visitor volumes and spending for domestic leisure and international travel, with domestic breakouts for leisure versus business.

### QUALITATIVE MARKET RESEARCH

Summaries of focus groups conducted in the United States and eight international markets to understand how potential visitors perceive California and what defines the California brand.

# Resources

To browse upcoming programs and view a live planning calendar of events through 2021, go to [industry.VisitCalifornia.com/coops](https://industry.VisitCalifornia.com/coops).

## VISIT CALIFORNIA KEY CONTACTS

### GLOBAL PROGRAMS

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# Trade & Media Activity Calendar

Flip for 2016 details. To view a live planning calendar of events through 2021, go to [industry.VisitCalifornia.com/coops](http://industry.VisitCalifornia.com/coops).

Trade Shows Sales Missions and Training Roadshows Media and Public Relations Additional Programs

|      | January                     | February  | March                                | April                         | May | June                            |
|------|-----------------------------|---|--------------------------------------|-------------------------------|-----|---------------------------------|
| 2017 | SATTE with Brand USA        | NTA Travel Exchange (St. Louis/Feb. 26-March 2) | ITB (Berlin/March 8-12)              | WTM Latin America (Sao Paulo) |     | IPW (Washington, D.C./June 3-7) |
|      |                             | Go West Summit                                  |                                      | ATM (Dubai)                   |     |                                 |
|      | Mexico Sales Mission        |   | China Sales Mission                  | Japan/Korea Sales Mission     |     |                                 |
|      |                             |   |                                      |                               |     |                                 |
|      |                             |   | New York Media Reception             | San Francisco Media Reception |     |                                 |
|      |                             |   | China Media Mission                  |                               |     |                                 |
|      | California Restaurant Month | Outlook Forum                                   | California Road Trips Ad Sales Close |                               |     |                                 |
|      | RTO Summit West             |   |                                      |                               |     |                                 |

|      |                             |                     |                                      |                               |                        |  |
|------|-----------------------------|---------------------|--------------------------------------|-------------------------------|------------------------|--|
| 2018 |                             | NTA Travel Exchange | ITB (Berlin)                         | WTM Latin America (Sao Paulo) | IPW (Denver/May 19-23) |  |
|      |                             | Go West Summit      |                                      | ATM (Dubai)                   |                        |  |
|      | Mexico Sales Mission        |                     | France Sales Days                    | China Sales Mission           |                        |  |
|      |                             |                     |                                      |                               |                        |  |
|      | Mexico Media Mission        |                     | New York Media Reception             | Los Angeles Media Reception   |                        |  |
|      |                             |                     |                                      | China Media Mission           |                        |  |
|      | California Restaurant Month | Outlook Forum       | California Road Trips Ad Sales Close |                               |                        |  |
|      | RTO Summit West             |                     |                                      |                               |                        |  |

|      |                             |                     |                                      |                               |  |                                |
|------|-----------------------------|---------------------|--------------------------------------|-------------------------------|--|--------------------------------|
| 2019 | SATTE with Brand USA        | NTA Travel Exchange | ITB (Berlin)                         | WTM Latin America (Sao Paulo) |  | IPW (Washington D.C./June 1-5) |
|      |                             | Go West Summit      |                                      | ATM (Dubai)                   |  |                                |
|      | Mexico Sales Mission        |                     | China Sales Mission                  | Japan/Korea Sales Mission     |  |                                |
|      |                             |                     |                                      |                               |  |                                |
|      |                             |                     | New York Media Reception             |                               |  |                                |
|      |                             |                     | China Media Mission                  |                               |  |                                |
|      | California Restaurant Month | Outlook Forum       | California Road Trips Ad Sales Close |                               |  |                                |
|      | RTO Summit West             |                     |                                      |                               |  |                                |

# Trade & Media Activity Calendar

Flip for 2016 details. To view a live planning calendar of events through 2021, go to [industry.VisitCalifornia.com/coops](http://industry.VisitCalifornia.com/coops).

Trade Shows Sales Missions and Training Roadshows Media and Public Relations Additional Programs

|      | July                                     | August                          | September   | October | November                | December                                    |
|------|--|---------------------------------|---|---------|-------------------------|---|
| 2017 |  |                                 | Top RESA (Paris)  |         | WTM (London)            | NTA Travel Exchange (San Antonio/Dec. 4-8)  |
|      |  |                                 | JATA (Tokyo)  |         | CITM (Kunming)          | ILTM (Cannes)                               |
|      | U.K. & Ireland Sales Mission             |                                 | Canada Sales Mission (Toronto, Calgary and/or Edmonton and Vancouver) |         |                         | Brazil Sales Mission                        |
|      |  |                                 | Brand USA India Sales Mission   |         |                         |   |
|      | U.K. & Ireland Media Mission             |                                 | Canada Media Mission (Toronto, Calgary and/or Edmonton and Vancouver) |         |                         | Brazil Media Mission                        |
|      |  |                                 |   |         |                         |   |
|      |  | Virtuoso TravelWeek (Las Vegas) |   |         | VIP Film Event (London) | International Visitors Guide Ad Sales Close |
|      | California Visitors Guide Ad Sales Close |                                 |   |         |                         |   |

|      |  |                                       |  |                                  |   |               |
|------|--|---------------------------------------|--|----------------------------------|---|---------------|
| 2018 |  |                                       | Top RESA (Paris)                                       |                                  | WTM (London)                                | ILTM (Cannes) |
|      |  |                                       | JATA (Tokyo)   |                                  | CITM (Shanghai)                             |               |
|      |  | Australia & New Zealand Sales Mission | Germany Sales Days                                     | Brazil Sales Mission (tentative) |   |               |
|      |  |                                       | Brand USA India Sales Mission                          |                                  |   |               |
|      |  |                                       | Canada Sales Mission (Toronto, Vancouver and Montreal) |                                  |   |               |
|      |  | Australia & New Zealand Media Mission | San Francisco Media Reception                          |                                  |   |               |
|      |  |                                       | Canada Media Mission (Toronto, Vancouver and Montreal) |                                  |   |               |
|      | Virtuoso TravelWeek (Las Vegas)          |                                       |  | VIP Film Event (London)          | International Visitors Guide Ad Sales Close |               |
|      | California Visitors Guide Ad Sales Close |                                       |  | VIP Extravaganza (Shanghai)      |   |               |

|      |  |                                 |  |                      |                         |   |
|------|--|---------------------------------|--|----------------------|-------------------------|---|
| 2019 |  |                                 | Top RESA (Paris)                         |                      | WTM (London)            | ILTM (Cannes)                               |
|      |  |                                 | JATA (Tokyo)                             |                      | CITM (Kunming)          |   |
|      | U.K. & Ireland Sales Mission             |                                 | Brand USA India Sales Mission            | Brazil Sales Mission |                         |   |
|      |  |                                 | Canada Sales Mission                     |                      |                         |   |
|      | U.K. & Ireland Media Mission             |                                 | Los Angeles Media Reception              | Brazil Media Mission |                         |   |
|      |  |                                 | Canada Media Mission (Toronto, Montreal) |                      |                         |   |
|      |  | Virtuoso TravelWeek (Las Vegas) |  |                      | VIP Film Event (London) | International Visitors Guide Ad Sales Close |
|      | California Visitors Guide Ad Sales Close |                                 |  |                      |                         |   |

# FY16/17 Travel Trade

# FY16/17 Earned Media

|                   |  | CORE TRADE ACTIVITIES   |   |   |   |  | OPPORTUNISTIC TRADE ACTIVITIES  |   |
|-------------------|--|---|---|---|---|--|---|---|
|                   |  | Trade Shows   | Sales Missions  | Tour Operator Co-ops  | In-Person Training  | Online Training  | FAM Support (Finales)   | Product Manager & Agent FAM Support   |
| TIER 1 Markets    | Australia  |   | Australia & New Zealand Sales Mission<br>Add on: New Zealand Trade<br>Aug. 22-26, 2016   \$4,750+   30 spots available<br>The biannual Australia Sales & Media Mission includes trade and media tracks and is an excellent opportunity to meet with leading travel trade professionals and media eager to learn more about California.  | Two Large-Scale Partner Co-Ops<br>\$20,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.   | Visit USA Week<br>February 2017   \$4,000+<br>Visit USA expos are held annually for more than 250 travel agents per show. Target groups are travel agents, wholesaler reservations and sales staff and media. A great opportunity to highlight your destination or property to 1,000 retail agents. | New!<br>Trade Engagement Platform<br>\$3,500-\$10,000<br>Visit California's new trade engagement platform will create opportunities to reach global travel agents through enhanced training options and community. Dedicated spotlights and modules will be made available for partners to submit content for the learning course. | Australia SuperFAM Finale<br>Fall 2016   \$10,000+   1 spot available<br>Australia SuperFAM support will include selection of a finale host destination for an evening event where 60 travel agents will conclude their five itineraries across California. | Product Manager and Agent FAM Trips (Ongoing)<br>\$0-\$2,500/in-kind:<br>FAM trips incorporate product development and agent education while focusing on quintessential California experiences. |
|                   | Brazil   | WTM Latin America<br>April 2017   \$3,500+<br>World Travel Market Latin America is the leading global event for the Latin American travel industry. Visit California will host a prominent stand within the Brand USA Pavilion and offer individual working stations for participants.  | Brazil Sales Mission<br>Dec. 5-9, 2016   \$3,750+<br>The Brazil Sales Mission is the primary opportunity to reach key trade and influential media in the growing Brazil market.   | One Large-Scale Partner Co-Op<br>\$20,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.    |   |  |   |   |
|                   | Canada   |   | Canada Sales Mission<br>Oct. 25-28, 2016   \$3,000+<br>The Canada Sales Mission will run concurrently for the first time focusing on opportunities with key trade and media across Canada.<br><br>Luxury Showcase<br>TBD   \$2,500<br>Visit California will host a Luxury Showcase in Canada, featuring California's super-affluent product offerings and targeting key trade and media contacts. | Two Large-Scale Partner Co-ops<br>\$20,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.   |   |  |   |   |
|                   | China  | Taipei ITF (Taiwan)   CITM (Shanghai)<br>GITF (Guangzhou)   BITE (Beijing)<br>2016   \$7,500-\$12,250<br>The Taipei International Travel Fair (ITF), China International Travel Market (CITM), Guangzhou International Travel Fair (GITF) and Beijing International Tourism Expo (BITE) are the leading trade shows in their respective regions across China. Visit California will exhibit at each of these shows and provide opportunities to meet with trade buyers. | China Media Mission<br>March 2017   \$2,500-\$10,000<br>The annual China Sales Mission includes trade and media tracks and is an excellent opportunity to meet with leading travel trade professionals and media eager to learn more about California.  | Three Large-Scale Partner Co-ops<br>\$20,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure. | Club California<br>Product Development Series   \$2,500+<br>The Club California Product Development Series allows product managers to form relationships and provide Chinese tour operators with product updates and exchange market intelligence.  |  |   |   |
|                   | Mexico   |   | Mexico Sales Mission<br>January 2017   \$2,500+<br>The mission includes trade and media tracks. The travel trade program includes training seminars and a platform to connect with wholesalers, retailers, airlines and key commercial partners. The media program includes events to reach top-tier media and influencers across channels.   | Two Large-Scale Partner Co-ops<br>\$20,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.   |   |  |   |   |
|                   | United Kingdom   | WTM & VIP Film Event<br>Nov. 7-10, 2016   \$4,750+<br>Held annually in London, World Travel Market (WTM) is a global exhibition, convening worldwide buyers and suppliers from every sector of the industry. WTM provides the opportunity for the travel trade industry to meet, negotiate, conduct business and learn the latest travel developments. Visit California will host a VIP Film Event and luncheon before the opening of WTM.                              | Luxury Showcase<br>TBD   \$3,000<br>Visit California will host a Luxury Showcase in the United Kingdom, featuring California's super-affluent product offerings and targeting key trade and media contacts.   | Two Large-Scale Partner Co-ops<br>\$20,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.   |   |  |   |   |
|                   | France   | IFTM Top RESA<br>Sept. 20-30, 2016   \$3,000+<br>Visit California maintains a stand at International French Travel Market (IFTM) Top Resa Paris, which is the only travel trade exhibition in France and recognized as the primary opportunity to reach the French travel trade buyers.   |   | One Large-Scale Partner Co-Op<br>\$10,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.    | Air France Training Day<br>\$1,100   10 spots available<br>Annual event with Air France is an exclusive sales training event for France's top-selling travel agents and tour operators.   |  |   |   |
|                   | Germany  | ITB<br>March 8-12, 2017   \$3,500+<br>As the world's largest travel exhibition and leading B2B platform, ITB Berlin provides an excellent opportunity to reach the European travel trade and travel media. Visit California hosts a large stand in the Brand USA Pavilion.  | Germany Sales Days<br>September 2017   \$2,500+<br>Germany Sales Days offers delegates the chance to develop and maintain trade contacts in a principle European market. To maximize efficiency and ROI, the program will coincide with TopRESA in Paris.   | One Large-Scale Partner Co-Op<br>\$10,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.    | Club California Germany Travel Trade Training Forums<br>\$500+   10 spots available<br>Club California is an interactive educational forum designed to motivate German tour operators to develop new California tour product and educate front-line travel agents on California.                    |  |   |   |
|                   | Japan  | JATA<br>Sept. 22-25   \$3,000+<br>The largest travel exhibition in Japan, JATA Tourism Expo provides an excellent opportunity to reach the Japanese travel trade and travel media. Visit California hosts a stand in the Brand USA Pavilion.  | Japan Sales Mission<br>April 2017   \$4,750+<br>Combined with the Korea Mission, the biannual mission is an excellent opportunity to meet with leading travel trade professionals and media eager to learn more about California tourism resources.   | One Large-Scale Partner Co-Op<br>\$10,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.    | Club California Japan Travel Trade Training Forums<br>\$500-\$2,500   10 spots available<br>Club California is an interactive educational forum designed to motivate Japanese tour operators to develop new California tour product and educate front-line travel agents on California.             |  |   |   |
|                   | South Korea  |   | Korea Sales Mission<br>April 2017   \$4,750+<br>Combined with the Japan Mission, the biannual mission is an excellent opportunity to meet with leading travel trade professionals and media eager to learn more about California tourism resources.   | One Large-Scale Partner Co-Op<br>\$10,000   5 spots available<br>Visit California will present opportunities for brand co-ops with trade call-to-action for airlines, Online Travel Agents (OTAs), retail networks and more that industry partners can invest in for prominent exposure.    |   |  |   |   |
| India             |  | India Sales Days<br>September 2016   \$1,500+<br>Following the annual Brand USA Sales Mission to India, Visit California will add an exclusive California program to go deeper into the market and expand its footprint in India to maintain market leadership.   |   |   |   |  |   |   |
| Italy             |  |   |   |   | Showcase USA Italy<br>March 2017   \$2,550+<br>Showcase USA Italy offers California exhibitors the chance to network with media and meet high-quality Italian tour operators and travel agents who specialize in the United States.   |  |   |   |
| Scandinavia       |  |   |   |   | Discover America USA Workshop<br>March 2017   \$1,000+<br>The USA Travel Show is a can't-miss event for suppliers to create new or maintain and develop existing business relations in the Scandinavian market.   |  |   |   |
| Middle East (GCC) | ATM & VIP Event<br>April 2017   \$4,250+<br>Arabian Travel Market (ATM) is the leading global event for the Middle East inbound and outbound travel industry. Visit California will exhibit at ATM and host a VIP event for key trade and media contacts.  |   |   |   |   |  |   |   |
| Luxury            | ILTM<br>Dec. 5-8   \$5,000-\$10,000+<br>International Luxury Travel Market (ILTM) in Cannes, France remains the world's flagship inspirational luxury show and provides the opportunity to meet with the world's leading luxury travel buyers and high-profile media. Visit California will exhibit at ILTM and host a VIP event for key trade and media contacts. |   |   |   |   |  |   |   |

|                |                | PLANNED EARNED MEDIA ACTIVITIES   |  | OPPORTUNISTIC EARNED MEDIA ACTIVITIES   |   |  |   |
|----------------|----------------|---|--|---|---|--|---|
|                |                | Media Missions & Receptions   | Media Content  | Marquee Broadcast Opportunities   | Priority Production Opportunities   | Digital Influencer Programs  | Traditional Press Trips   |
| TIER 1 Markets | Australia      | Australia & New Zealand Media Mission<br>Aug. 22-26, 2016   \$4,750+<br>The biannual Australia & New Zealand Media Mission includes trade and media tracks and is an excellent opportunity to meet with leading travel trade professionals and media eager to learn more about California.  | Inclusion in Global Media Materials<br><br>Ongoing<br><br>\$0<br><br>Destination content can be included in multi-use content on the Media Center, in press releases, pitches, in What's New in California and more. | Marquee Broadcast Opportunities<br><br>Ongoing<br><br>\$20,000-\$40,000<br><br>Large-scale productions with high ROI that require significant financial and staff resources to secure and execute. Could also require long-term planning to develop, produce and air. Examples include: reality series, such as Bravo's "Top Chef California" and Germany's "Der Bachelor," with multi-episode series filmed on location in California and broader integrated marketing programs built around the partnerships with the networks. | Priority Production Opportunities<br><br>Ongoing<br><br>\$2,500-\$10,000<br><br>Mainstays of the broadcast and video category, involving popular national travel shows, national morning news programs and lifestyle series filming one to four episodes in California. | Individual & Group Trips, Power Blogger FAMs, KOL Visits<br><br>Ongoing<br><br>\$0-\$5,000/in-kind<br><br>Digital influencers, power bloggers, celebrity influencers and key opinion leaders (KOLs) hosted on trips that will be integrated with a traditional media opportunity, such as a magazine feature, online video vignettes or broadcast placement featuring the influencer's experience in California. | Print & Online Press Trips<br><br>Ongoing<br><br>\$0-\$2,500/in-kind<br><br>Press trips incorporate social media engagement to encourage and facilitate real-time coverage by print, broadcast and online media as they travel in state and add to the social media content feed. |
|                | Brazil         | Brazil Media Mission<br>Dec. 5-9, 2016<br>The Brazil Sales and Media Mission is the primary opportunity to reach key trade and influential media in the growing Brazil market.  |  |   |   |  |   |
|                | Canada         | Canada Media Mission<br>Oct. 25-28, 2016   \$3,000+<br>The Canada Sales & Media Mission runs concurrently to focus on opportunities with key trade and media throughout Canada.   |  |   |   |  |   |
|                | China          | China Media Mission<br>March 2017   \$2,500-\$10,000<br>The annual China Sales & Media Mission includes separate concurrent trade and media track programs and is an excellent opportunity to meet face-to-face with the leading travel trade professionals and media who are eager to learn more about California tourism resources.   |  |   |   |  |   |
|                | Mexico         | Mexico Media Mission<br>January 2017   \$1,500-\$5,000<br>The mission includes separate trade and media programs that run concurrently. The travel trade program will contain training seminars, a B2B platform to engage with wholesalers, retailers, airlines and key commercial partners, while media program will include events to reach top tier media and influencers (TV, print, online and radio).   |  |   |   |  |   |
|                | United Kingdom |   |  |   |   |  |   |
|                | United States  | Los Angeles & New York Media Receptions<br>Fall 2016 & Spring 2017   \$1,000-\$1,500<br>These receptions create opportunities for industry delegates to network and pitch stories to traditional media and digital influencers in these key markets.<br><br>Experience California Boot Camp: Chicago<br>Spring 2017   \$1,750<br>The two-day event brings together editorial decision makers and content creators from around the region for an immersion session with industry partners. The agenda will comprise a mixture of experiential and engaging activities, including one-on-one pitching opportunities and interactive events. |  |   |   |  |   |
|                | France         |   |  |   |   |  |   |
|                | Germany        |   |  |   |   |  |   |
|                | Japan          |   |  |   |   |  |   |
| Korea          |                |   |  |   |   |  |   |
| India          |                |   |  |   |   |  |   |
| Italy          |                |   |  |   |   |  |   |
| Scandinavia    |                |   |  |   |   |  |   |
| France         |                |   |  |   |   | Print & Online Press Trips<br><br>Ongoing<br><br>\$0-\$2,500/in-kind<br><br>Press trips incorporate social media engagement to encourage and facilitate real-time coverage by print, broadcast and online media as they travel in state and add to the social media content feed.  |   |
| Germany        |                |   |  |   |   |  |   |
| Japan          |                |   |  |   |   |  |   |
| Korea          |                |   |  |   |   |  |   |
| India          |                |   |  |   |   |  |   |
| Italy          |                |   |  |   |   |  |   |
| Scandinavia    |                |   |  |   |   |  |   |